

Attorney Docket No. UNIV0001D5

~~RELEVANCE-CLAUSE FOR COMPUTED~~
~~RELEVANCE MESSAGING~~

5 **ADVICE PROVIDED FOR OFFERING HIGHLY TARGETED ADVICE WITHOUT**
COMPROMISING INDIVIDUAL PRIVACY

ABSTRACT

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The invention disclosed herein enables a collection of computers and associated communications infrastructure to offer a new communications process which allows information providers to broadcast information to a population of information
15 consumers. The information may be targeted to those consumers who have a precisely formulated need for the information. This targeting may be based on information which is inaccessible to other communications protocols. The targeting also includes a time element. Information can be brought to the attention of the consumer precisely when it has become applicable, which may occur immediately
20 upon receipt of the message, but may also occur long after the message arrives. The communications process may operate without intruding on consumers who do not exhibit the precisely-specified need for the information, and it may operate without compromising the security or privacy of the consumers who participate.